



BLM NEWS RELEASE

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For Immediate Release

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@BLMDirector Bob Abbey Joins Twitter, BLM Releases New Media Strategy

As a strong proponent of public engagement, Bureau of Land Management Director Bob Abbey has jumped into the social media conversation on land management issues with his new Twitter feed, [@BLMDirector](#).

“We are excited about expanding our use social media to connect with people interested in the management of their public lands,” said Director Abbey. “Through social media, the BLM will not only be able to reach more citizens in ‘real time,’ but also generate instant feedback on the many issues facing our agency.”

Abbey’s first tweet announced a 45-day extension of the comment period for the BLM’s sage-grouse conservation measures. “People wanted more time to comment on #BLM’s #sagegrouse conservation measures, so we have extended comments for 45 days on on.doi.gov/zHC89r”

To follow Abbey on Twitter, visit <http://www.twitter.com/BLMDirector>.

The launch of Abbey’s Twitter feed comes as the BLM releases its External New Media Strategy, available at <http://on.doi.gov/BMLNewMediaStrategy>. The new strategy, which outlines the BLM’s commitment to transparency and public engagement, builds on the BLM’s 41 distinct social media presences across Facebook, YouTube, Twitter, and Flickr. In this document, the BLM spells out four goals for its external new media program, and lists specific action items to promote the Bureau’s presence in the online social communities.

For a full list of BLM’s social media sites, visit to <http://www.blm.gov/socialmedia>.

The BLM manages more land - over 245 million acres - than any other Federal agency. This land, known as the National System of Public Lands, is primarily located in 12 Western states, including Alaska. The Bureau, with a budget of about \$1 billion, also administers 700 million acres of sub-surface mineral estate throughout the nation. The BLM’s multiple-use mission is to sustain the health and productivity of the public lands for the use and enjoyment of present and future generations. The Bureau accomplishes this by managing such activities as outdoor recreation, livestock grazing, mineral development, and energy production, and by conserving natural, historical, cultural, and other resources on public lands.

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